

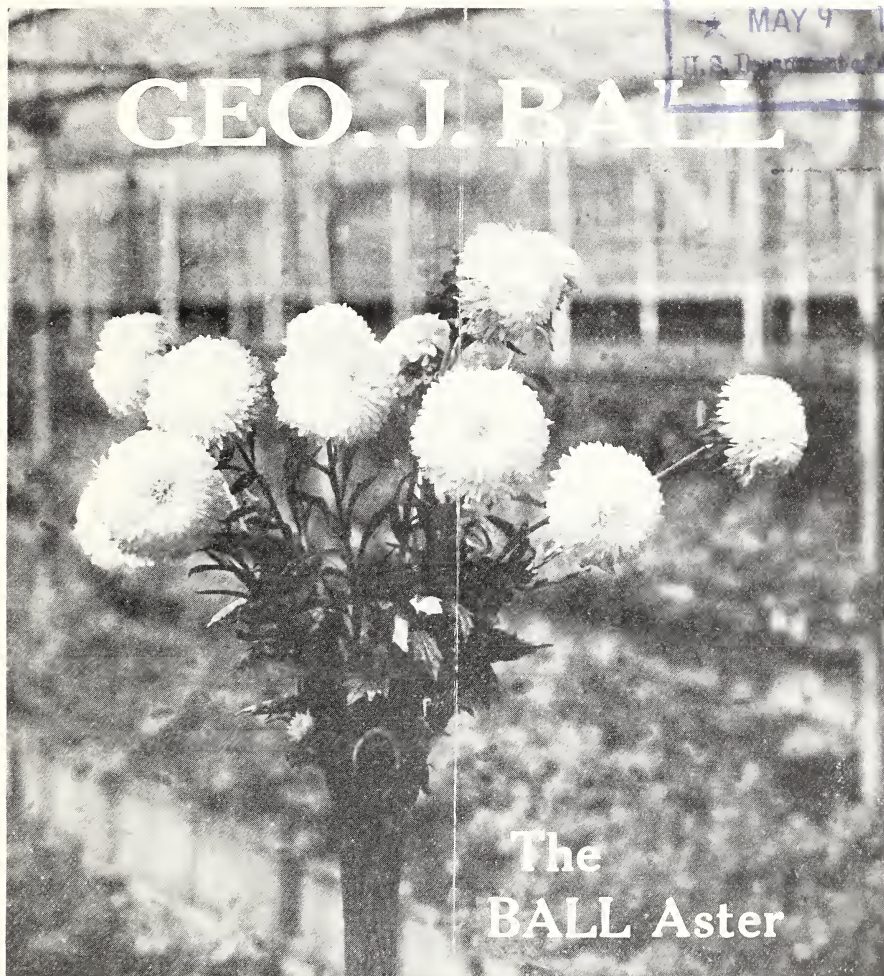
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GEO. J. BALL



"All the Best and Nothing Else" in Seed Specialties for Cut Flower Growers.

SWEET PEAS—CALENDULAS ASTERS—STOCKS AND OTHER SPECIALTIES

Ball Gardens:
WEST CHICAGO, ILL.

Address:
GLEN ELLYN, ILL.

BALL Flower Seed Specialties

FOR many years we have been devoting our attention exclusively to Sweet Peas and Calendulas, but conditions, demands and interests change, and as market growers we find it profitable to broaden our field by using so-called "catch crops" in connection with our main crops.

Furthermore, should our specialty fail to respond or seem to be in oversupply, there is a clear advantage in diversifying our crops. For space that is left vacant in March by an early crop of Peas or Calendulas, we find it decidedly more profitable to replant with any one of a half-dozen different crops, such as Stocks, Candytuft or Zinnias, that flourish in a high spring temperature.

We call special attention to our American-grown Stocks seed. In percentage of doubles our strain will be found equal to the very best European-grown strains at a fraction of the cost. We specialize in Stocks for cut flowers, marketing them continuously from February until July. This experience gives us valuable first-hand information as to strains, varieties and colors, not only in Stocks, but also in other lines.

Our seed business is exclusively with discriminating growers who demand "All the best and nothing else" and are willing to pay a fair price for it.

DISCOUNTS. All orders of \$5.00 or over are subject to a discount of 5% when remittance is enclosed with the order. All charge orders are subject to a discount of 2% in 10 days, and if unpaid after 60 days are subject to sight draft without notice. If you are unknown to us or have no commercial rating **cash must be enclosed** with order. If you wish to open an account with us, submit satisfactory Chicago trade reference.

To insure shipment the day your order is received we suggest you enclose your check. All prices are figured to cover postage and insurance.

SMALL ORDERS we gladly welcome, and assure you the same prompt attention to them that we give to large ones. Also gladly accept orders for fraction of ounces where not quoted; in return, we request cash to cover all small orders.

SERVICE: OUR BUSINESS IS BUILT ON SERVICE. We realize that our success depends on your success with our seed. It follows that we are at all times glad to assist you with any growing problems in connection with the seed we are interested in. Besides our book, "Better Sweet Peas," (75c postpaid) that fully covers the practical details of growing Winter Peas under glass, we issue leaflets covering in full detail the growing of Late, or Summer Peas, Calendulas, Asters and Zinnias. Any of these leaflets are mailed gratis.



A CALIFORNIA FIELD OF OUR SWEET PEAS FOR SEED

Late, or Summer-Flowering Peas

THIS is the original type of Sweet Pea, from which, about fifteen years ago, the winter-blooming kinds were evolved. The growth is very heavy and strong and for this reason will not harden sufficiently to set and hold buds during the winter months, the long, bright days of spring being necessary to do this.

Either the market or retail grower will find this type valuable in several ways. In sections where the winters are not too severe they can be sown out of doors late in the fall and protected with any light material, such as leaves or strawy manure, until well through the ground in early spring, the covering being helpful in preventing too much alternate freezing and thawing. Where winters are long and severe the fall sowing method cannot be advised. Sowing under glass in February and growing on in 3- or 4-inch pots will produce large, strong plants that can be set out early in April and will be in heavy crop in June, when greenhouse-grown stock is poor and the demand continues strong for them. The dates given are for the latitude of Chicago and must be varied accordingly. The young pot plants used for this purpose will be found highly satisfactory to sell home gardeners because of the ease with which sweet peas are grown to perfection with strong pot plants to start with instead of seed. When planting sweet peas in the greenhouse as late as March, we generally prefer to use this late type, their stronger growth carrying the flowering season well into June, while the weaker-growing early type quickly exhaust themselves in May.

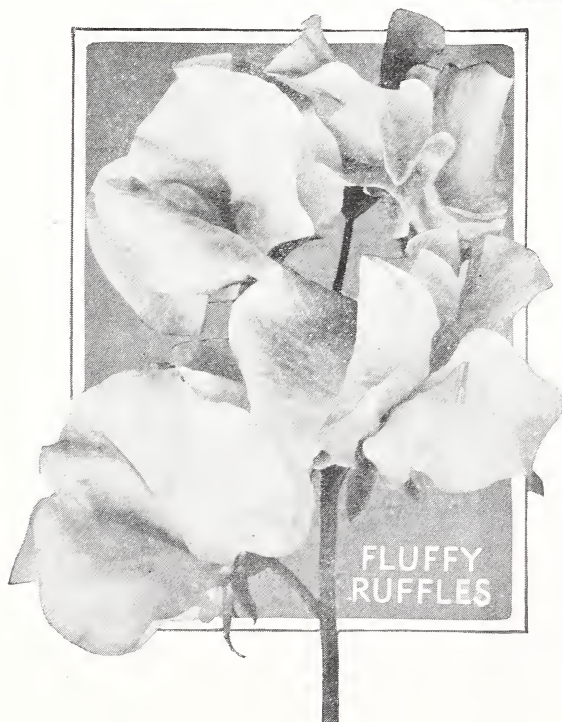
Two Valuable Novelties

IN THE LATE, or Summer-Flowering type of Sweet Peas we are offering two novelties this season that we know from trials on our own grounds will become winners.

PINKIE. (C. C. Morse & Co.) This is a deep rose pink color, extra large and with an unusually fine long stem. In three ways, color, stem and size, PINKIE is a big step in advance of Hercules or Hebe. This was clearly shown in our trial grounds last summer, where the three kinds were grown together for comparison. We stand behind it.



PINKIE IN CALIFORNIA
As grown on Cordon System



Cut at left represents W. Atlee Burpee Co.'s new duplexed FLUFFY RUFFLES, first of this new race to be released. The standard and wings of most flowers are beautifully doubled, adding greatly to the wavy effect. The color is rose pink with salmon suffusion. From what we have seen of them in California and in our greenhouses, we believe this represents the type of the future.

Both PINKIE and FLUFFY RUFFLES will be put up and sold only in packets of 25 seeds. Price of either is 25c per pkt.; 5 pkts. for \$1.00.

Late, or Summer-Flowering Peas

Standard Varieties

EVERY season for the past 15 years we have never failed to grow about an acre of this late type outdoors, and we never fail to find them profitable; some seasons, quite so. In our latitude they must be sown about February 1, potted in March and planted out late in April. This brings them in crop early in June, with a grade of flowers that are far better than those grown under glass, and this is a month when good outdoor peas usually have a better value than indoor stock does in May.

We have written a double page leaflet detailing our method of handling these peas from start to finish. We gladly mail this as a part of our service to anyone interested. All the varieties on the following list will be found sunproof. There are many choice orange and salmon colors that we would like to list, but they are unsuited for outdoor conditions because the sun burns the flowers, and we find it does not pay to shade except for exhibition purposes. The varieties we consider the very best for cut flower purposes are marked *.

NEW CREAM PINK SWEET PEA

MARY PICKFORD

This is a beautiful combination of cream pink suffused with salmon and is unquestionably the finest in this color class. It is of extra strong growth and free-flowering habit.

Price: 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.00

*HEBE. The finest standard rose pink.

HERCULES. Standard deep rose, not quite so large as Hebe, but deeper color.

HAWLMARK PINK. Rich rose pink shaded salmon.

ELFRIDA PEARSON. Finest clear light pink.

*MISS CALIFORNIA. Bright rose shaded salmon; extra size and stem.

YOUTH. Light picotee pink; very attractive.

MARGARET ATLEE. Standard cream pink; extra size.

MRS. CUTHBERTSON. Pink and white; bicolor.

SUPREME. Soft, delicate pink.

CONSTANCE HINTON. Finest black-seeded white.

*EDNA MAY IMPROVED. Our choice of white-seeded whites.

*POWERSCOURT. Finest lilac lavender.

AUSTIN FREDERICK IMPROVED. Extra large rosy lavender.

HAWLMARK LAVENDER. Finest light lavender.

*BLUE BIRD. The finest clear blue.

MRS. TOM JONES. A very good blue.

COMMANDER GODSALL. Finest deep violet blue.

CRIMSON KING. Extra fine sunproof crimson.

ROYAL SCOT. Orange scarlet; sunproof.

*CAMPFIRE. An extra fine sunproof scarlet.

ROYAL PURPLE. Large, rich purple.

WARRIOR. Deep bronze maroon.

MATCHLESS. Clear deep cream.

Prices on all the above:

1/2 oz., 15c; 1 oz., 25c; 4 oz., 75c; 1/2 lb., \$1.40; 1 lb., \$2.50

NOTE. The 4-oz. or 1-lb. price does not apply if order is made up of more than one kind; for instance, if 4 oz. of two, three or four different kinds are ordered, the full 1-oz. price should be allowed on each, not the 4-oz. rate.

"ALL THE BEST" MIXTURE. This is a combination of all the best cut flower colors and is blended carefully to include a large proportion of the colors most wanted, and is priced at

1 oz., 20c; 4 oz., 65c; 1/2 lb., \$1.15; 1 lb., \$2.00



BALL Winter Peas

FOR 20 years we have been specializing in Early-Flowering Sweet Peas. The past season it has been our privilege to grow for trial the new early-flowering Duplex type, and when we compare these magnificent large, double flowers with the little Blanche Ferry of 20 years back, we feel convinced that, judging by the past, the sweet pea has a bright future. No florist can do without them today.

Winter Sweet Peas can be started any time from June throughout the winter until March in our latitude. If sown in January, 4 or 5 feet of head room is ample. If sown in March, they will produce a profusion of medium-stemmed flowers about Mothers' Day.

The requirements of the sweet pea are a clean, fairly well enriched soil, a light house, a low temperature until they set buds and freedom from greenfly. However, there are many details and angles, and these we have tried to cover in a book known as "Better Sweet Peas" that is mailed postpaid for 75c.

Our slogan with everything we grow, especially Winter-Flowering Sweet Peas, is "ALL THE BEST AND NOTHING ELSE."

BALL ROSE.

Pictured on opposite page. This variety was originated and introduced by us and we are very proud of it. The color is a rich sparkling rose and is produced on extra long stems. Any ordinary rose variety appears faded when compared with BALL ROSE. Supply limited.

½ oz., 75c; 1 oz., \$1.25.

BALL'S BLUE. Unwin Type.

Originated and introduced by us. Because of its very vigorous growth and extra free-flowering habit, this is the most profitable blue pea grown. While not quite so large as our BALL'S BLUE SPENCER TYPE, it requires expert comparison to detect any difference in size. ½ oz., 50c; 1 oz., 75c; 4 oz., \$3.00; 8 oz., \$5.50; 1 lb., \$10.00.

BALL'S BLUE SPENCER TYPE SOLD OUT.**BALL ROSE QUEEN.**

Introduced by us in 1924. We find this the most profitable of all the rose colored varieties. It is a shade lighter than Zvolanek's Rose, but the flowers are larger and are produced on extra long graceful stems. While we have stock of this on hand, we advise securing next season's supply at once if wanted for early planting. ½ oz., 50c; 1 oz., 75c; 4 oz., \$2.75; 8 oz., \$5.25; 1 lb., \$10.00.

**WHITE HARMONY**

As grown by us at Glen Ellyn, Ill. This is black-seeded pure white, extra large and long stem, overcoming all the weak points in Snowstorm. We are headquarters for seed of this variety. The past two seasons have proved that it is a poor seeder, and while we expect a good crop next season, we urge advance orders. \$1.00 per oz., \$15.00 per lb.

Standard Varieties

| | ½ oz. | 1 oz. | 4 oz. | 8 oz. | 1 lb. |
|--|--------|--------|--------|---------|---------|
| MORSE'S GIANT ROSE. Finest large rose.. | \$1.00 | \$2.00 | \$7.00 | \$13.50 | \$25.00 |
| COLUMBIA. The standard pink and white | .30 | .50 | 1.75 | 3.00 | 5.50 |
| SUPERIOR PINK. Rich rose suffused salmon | .75 | 1.25 | 4.00 | 8.00 | 15.00 |
| ZVOLANEK'S ROSE. Large, clear rose.. | .30 | .50 | 1.75 | 3.50 | 6.50 |
| ROSE QUEEN. Light rose; extra stem | .30 | .50 | 1.75 | 3.50 | 6.50 |
| JEANNE MAMITSCH. Extra long stem, rose | .40 | .75 | 2.75 | 5.00 | 10.00 |
| PINK CHEROKEE. Best cream pink..... | .40 | .75 | 2.75 | 5.00 | 10.00 |
| HARMONY. Extra large, clear lavender.. | .30 | .50 | 1.75 | 3.50 | 6.50 |
| LAVENDER KING. Fine free-flowering.. | .30 | .50 | 1.75 | 3.25 | 5.50 |
| BLUE BIRD. Extra strong, large blue.... | .30 | .50 | 1.75 | 3.25 | 6.00 |
| TRUE BLUE. Clear even blue..... | .30 | .50 | 1.75 | 3.25 | 5.50 |
| SILVER BLUE. Extra long stem, light blue | .30 | .50 | 1.75 | 3.50 | 6.50 |
| MRS. HARDING. Light or silvery blue... | .30 | .50 | 1.75 | 3.50 | 6.00 |
| SNOWSTORM. The standard white..... | .30 | .50 | 1.75 | 3.50 | 6.00 |
| WHITE STAR. Black-seeded white..... | .30 | .50 | 1.75 | 3.50 | 6.00 |
| BURPEE'S ORANGE. Fine large orange... | .35 | .65 | 2.50 | 4.50 | 8.00 |
| MRS. KERR. Beautiful large salmon.... | .35 | .65 | 2.50 | 4.50 | 8.00 |
| ELDORADO. Salmon shaded orange.... | .75 | 1.25 | 4.00 | 8.00 | 15.00 |
| VULCAN. Scarlet orange; very vivid.... | .35 | .65 | 2.00 | 3.75 | 7.00 |
| GRENADIER. Brilliant scarlet; extra stem.. | .35 | .65 | 2.50 | 4.50 | 8.00 |
| FLAMINGO. Orange and salmon, extra stem | .30 | .50 | 1.75 | 3.25 | 5.50 |
| GORGEIOUS. Salmon cerise, large..... | .30 | .50 | 1.75 | 3.25 | 5.50 |
| ANNETTE. Soft cerise tinged orange, fine | .30 | .50 | 1.75 | 3.50 | 6.00 |
| GLITTERS. Fiery orange scarlet..... | .30 | .50 | 1.75 | 3.50 | 6.00 |
| CHEVALIER. Large, long stem, deep rose. | .30 | .50 | 1.75 | 3.50 | 6.00 |
| "ALL THE BEST." Well balanced mixture | .25 | .40 | 1.50 | 2.50 | 4.00 |

The BALL Calendula

Standard of the World

THE flowers pictured on this page are not just calendula with the accent on the "du." They are BALL CAL-EN-DU-LA. We are frequently asked for the proper pronunciation of this word, which prompts this information. Yes, the illustration here is from a real photograph taken the middle of January, when the early-started crop of Ball Calendula is at its best.

We might further add that if you are one of our 6,500 and some odd calendula seed customers, and included some of our new GOLD stock in your order, your seed was from the same stock from which the above bed was produced. You are deceiving yourself if you are thinking we have one grade of seed for some customers and another for others.



HOUSE OF BALL GOLD CALENDULA

All our BALL CALENDULA seed is from the same source. If your neighbor is growing better stock than you are, there is something lacking in your method of growing.

It should be noted that the above bed was grown during a winter that was favored with an exceptional amount of sunshine. However, it shows the possibilities of the BALL CALENDULA. We have prepared a four-page leaflet that fully details our methods of growing this crop. May we send you a copy?

The BALL Calendula

ORANGE

Improved stock. This is a strong, glistening orange color, extra large, and under proper conditions will come fully 99% double. Somewhat more compact in growth than our original orange stock, but the stems are ample for any purpose. While the other colors add life and variety to Calendula, we suggest that fully three-fourths of all you grow should be of our orange color.

GOLD

Improved Stock. Pictured on opposite page, this is a deep golden yellow, suffused with orange. The flowers are extra large and the stems extra long. About 5% of original color, orange; but these orange rogues will be found equal to or better than our Improved Stock of that color.

About August 1, 1928, we will have seed of a strain that will develop 100% clear Gold flowers.

Because of the limitation on bulb stock of this color, the demand for this variety has used up most of our supply; we advise growers who wish to sow this early to secure stock at once. We expect a full supply about August 1.

SUPREME

This is our latest development in Calendula, and after a few more years' selection on it we believe it will be our supreme achievement in Ball Calendula. Many growers already consider it such. The color is a light, or cadmium orange, the rich effect of which is increased by a dark brown center. It is not quite so large as the Orange or Gold, but this is more than balanced by its freer blooming habit.

Our Orange or Gold stock will average about nine disbudded flowers per plant by St. Valentine's Day, while our Supreme will produce fully twelve. However, it requires favorable conditions—a light house and low temperature—to produce good double flowers; it tends to come single or semi-double under unfavorable conditions more easily than does our Orange or Gold.

Prices on all BALL CALENDULAS:

¼ oz., \$1.00; ½ oz., \$2.00; 1 oz., \$3.00

Lemon Queen

Though not a Ball Calendula, the stock we are offering has, through careful selection, been greatly improved. The color is a light, or lemon yellow; generally double and of nice size and stem.

Nankeen

Creamy yellow with an apricot flush. The flowers are small and not long-stemmed, but attractive in coloring and valuable for occasions calling for such flowers.

Prices on LEMON QUEEN and NANKEEN:

¼ oz., 25c; ½ oz., 50c; 1 oz., 75c

American Stocks

FOR a few years following the Great War, the question of good Stocks seed was a difficult one. European strains were demoralized and our California growers were not yet in production with Stocks. The past few years we note a renewal of interest in Stocks, due to the fact that dependable American-grown seed is available. Because of the fact that all seed must come from single flowers, the percentage of double flowers from any strain of seed will always be a problem. We devote time and space to Stocks seed trials from all promising sources, and while we occasionally run across European strains that run high, our experience has been that they cannot be depended on and frequently they are impossible. We are very much interested in fine Stocks seed, as well as growing the cut flowers for market. As a catch crop, we find them valuable; seedlings planted March 1 will flower from Mothers' Day to Decoration Day, depending on the variety.

We use the close planting method, planting in rows across the bed, 6 inches apart and 2 inches in the row, and not pinching. This plan runs them up to a single long stem. When spaced 8 to 10 inches apart, we prefer to use two plants in a hill, which will not leave an empty space in case one plant drops out.

When this liberal spacing is allowed, the plants are pinched at a height of 5 to 6 inches, which promptly develops numerous medium-stemmed flowers, which a grower who retails will find more profitable than the extra long-stemmed flowers; in fact some market growers prefer this system.



ANTIQUE COPPER. This is a new variety we found in California last summer. The color is rich antique or coppery red, with a high percentage of doubles. Though we have had no advance trials, we believe this color will be found highly effective. Priced at: $\frac{1}{8}$ oz., **\$1.00**; $\frac{1}{4}$ oz., **\$2.00**; $\frac{1}{2}$ oz., **\$3.50**; 1 oz., **\$6.00**.

“All the best” in Florists’ Stocks

THE following list is made up from our extensive trials of the past season and we are sure of every one of them. In close planting for single stems we find little difference in any of the three cut flower classes except that the Bismarck group is a week or ten days earlier, but not so well branched. The ten weeks type are dwarf in growth and valuable only for pot plants or bedding.

PERPETUAL BRANCHING (Giant Perfection)

A valuable group that produces a high percentage of doubles. We find some of the most valuable varieties under this heading; even when planted close, they branch well, producing extra long stems.

SNOWDRIFT. Fine, large, clear white.

PRINCESS ALICE. Fine white; extra early.

LA FRANCE. Blush, nearly clear white; extra fine and long.

ROSE. Rose pink; fine standard color.

HEATHAM BEAUTY. Rose shaded terra cotta; extra fine.

MAY QUEEN. Very fine, long stem, dark lavender.

EMPRESS AUGUSTA VICTORIA. Silvery or light lavender; very fine.

SAPPHIRE. Strong, dark purple.

MAMMOTH BEAUTY OF NICE

For long stems and branching habit this group is very fine; closely resembles the Perpetual branching in growth.

MONT BLANC. One of the best whites.

QUEEN ALEXANDRA. Rosy lilac; an attractive rose color.

COTE D’AZURE. A fine light blue or lavender.

SUMMER NIGHT. Deep blue or purple; extra early.

MONTE CARLO. Light or canary yellow.

AURORA. Golden buff shaded rose; extra fine.

SOUVENIR DE MONACO. Finest crimson; very late.

SALMON KING. Salmon rose; extra strong growth and color.

BELLE DE NAPLES. Fine old rose; late and uneven in developing.

Prices on all MAMMOTH BEAUTY OF NICE and

PERPETUAL BRANCHING:

| | | | |
|-------------------|-------------------|----------------------|--------------------|
| 1/8 oz. . . . 40c | 1/4 oz. . . . 75c | 1/2 oz. . . . \$1.25 | 1 oz. . . . \$2.50 |
|-------------------|-------------------|----------------------|--------------------|

IMPROVED BISMARCK

This group is a week or ten days earlier than either Nice or Perpetuals; has not the branching habit of either, but produces fine, long stems and is well adapted to close planting.

WHITE. Clear white; extra early.

ROSE. Strong growth and color.

LILAC. Rich lilac lavender.

LAVENDER. We find this the best clear lavender.

CHAMOIS. Ivory tinted old rose.

GOLDEN BALL. Rich ivory yellow.

Prices on all IMPROVED BISMARCK:

| | | | |
|-------------------|----------------------|----------------------|--------------------|
| 1/8 oz. . . . 50c | 1/4 oz. . . . \$1.00 | 1/2 oz. . . . \$1.50 | 1 oz. . . . \$3.00 |
|-------------------|----------------------|----------------------|--------------------|

TEN WEEKS STOCKS

Ideal for bedding or pot culture, but should not be used for cut flowers because of dwarf, compact growth.

BLOOD RED.

WHITE.

LAVENDER

Prices on TEN WEEKS STOCKS:

| | | |
|---------------------|------------------------|----------------------|
| 1/4 oz. 75c | 1/2 oz. \$1.25 | 1 oz. \$2.50 |
|---------------------|------------------------|----------------------|

American Asters

WHILE stem rot and blight add uncertainty to Aster growing, we do not recall ever having grown a crop that was a complete failure and occasionally, with a favorable season, they will prove highly profitable as outdoor crops go. According to our experience, they should not be started early in the greenhouse and transplanted several times. This seems to give stem rot a start on them.

The ideal plan is to sow the seed in the field where the plants are to remain. The next best method is to sow outdoors in a well prepared seed bed of fresh soil and transplant to the field. In common with most plants, Asters require a well drained, sweet soil that was plowed the previous fall. The careful Aster grower who plants no more than he can carefully handle and accepts the poor with the good season will average up very well indeed with this crop.



California Giant Type. This cut does not show the great size and wonderfully long stems of this class.

We have written a circular that fully covers our experience in growing Asters both outdoors and under glass. We will gladly mail you a copy.

The following list does not cover all the varieties of Asters usually offered. It may not include "All the best" according to some growers and localities, but we know that all on this list are dependable standard kinds and, according to our experience, are the very best of the customary long list.

THE BALL ASTER.

Pictured on front cover. Originated by us and released in 1920. This is a pure white mid-season variety ideally shaped for long distance shipping. When grown with other varieties we find it decidedly more resistant to stem rot than most of them. Especially fine for growing under glass.

Trade Pkt., 50c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.35; 1 oz., \$2.50

American Asters

Standard Varieties

QUEEN OF THE MARKET.

This is the standard early Aster of branching habit with medium-size flowers and produced on long stems. The following are the choicest colors: Crimson, Lavender, Shell Pink, Rose Pink, White and Purple. Priced at

¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00

EARLY ROYAL.

This type grows about two feet high under ordinary conditions and immediately follows Queen of the Market. Our Royal strain will be found fully double and well rounded. The following are the choicest market colors: Lavender, Purple, Rose, White and Shell Pink. Priced as follows:

¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25

AMERICAN BEAUTY TYPE.

One of the finest of the late Asters, with vigorous growth two to three feet, that naturally produces extra long-stemmed flowers. The crop usually covers the full month of September unless cut down by frost. The following are the choicest colors in this type: Azure Fairy, Light Blue, Peachblossom, beautiful light Pink, a very popular shade; Purple and White. Priced as follows:

¼ oz., 60c; ½ oz., \$1.00; 1 oz., \$1.75

AMERICAN BRANCHING.

Also known as Vick's Late-Branching. For many years this has been the standard Late-Branching Aster and continues to be preferred by many. From 2 to 2½ feet high and of robust growth. The following are the choicest market colors: Azure Blue, Lavender, Deep Rose, Peachblossom, Perfection, White and Sensation. The last-named color is the most brilliant of all the deep reds, and while this color has little value for cut flower growers, it is a valuable one for bedding. All the American Branching kind, including Sensation, priced as follows:

¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25

CALIFORNIA GIANTS.

Of the Crego type of flower, strictly non-lateral, which means no disbudding, which is of great advantage. Flowers are extra large and produced on very long stems. A lot of good points for one group, but they are all there. Because of their extra growth, they require a longer growing period, and for this reason they must be started early in sections liable to early frosts. The choicest colors are Deep Rose, Peachblossom, Light Blue, Dark Purple and Giant White. They are priced as follows:

Trade Pkt., 50c; ¼ oz., 75c; ½ oz., \$1.50; 1 oz., \$2.50

Giant Zinnias

WITH plenty of heat and sunshine, such as we have in the greenhouses in spring and outdoors in summer, the new Giant Zinnias, and other types as well, will flourish. They cannot be profitably grown in midwinter in the Northern States because enough sunshine is lacking. They can be sown early in March, grown on in 2-inch pots and planted out a month later, and had in crop the end of May. Our last sowing is made in the open ground any time in June. The wide popularity of modern Zinnias makes the retailing of 2-inch pot plants in the spring profitable.

In starting Zinnias early do not forget that they must have heat during March and early April. We sometimes receive complaints of seed not germinating; this is caused by a cold and wet soil rotting the seed. With the higher temperatures of spring, complaints stop. For your sake as well as ours, please do not forget this fact.

It is generally agreed that the finest type of modern Zinnias is the Dahlia-Flowered and the very cream of all the varieties are the following: **Oriole**. Large golden orange. **Giant Attraction**. Glistening brick red. **Exquisite**. Beautiful bright clear rose. **Golden State**. Rich deep yellow. **Old Rose**. A real old rose shade. **Crimson Monarch**. Large, brilliant red. Prices of all DAHLIA-FLOWERED ZINNIAS: Trade Pkt., 25c; ¼ oz., 75c; ½ oz., \$1.50; 1 oz., \$2.50. Trade pkt. of each of the above six, \$1.25.

SPECIAL GOLD MEDAL MIXTURE

Combination of the above-named varieties. Nothing but true Dahlia-Flowered Stock. ¼ oz., 50c; ½ oz., \$1.00; 1 oz., \$2.00

GIANT MAMMOTH TYPE ZINNIA

The flowers of this type are very large, with rather loosely placed petals, that are decidedly imbricated, presenting a rather striking and graceful effect. Frequently referred to as the Colossal Zinnia. The following three are the choicest colors of this group. **Rose Queen**. Rich deep rose. **Orange King**. Golden orange. **Miss Wilmott**. Soft pink. Priced at: ¼ oz., 75c; ½ oz., \$1.00; 1 oz., \$1.50. One Trade Pkt. each of the three Giant Mammoth Type for \$1.00.

DWARF, OR PUMILA ZINNIAS

When grown under glass this type is ideally suited for summer cut flowers, producing fairly long stems with small, well-shaped double flowers. When grown outdoors, the growth is compact and the flowers freely produced, making them ideal for bedding. The best in this group are: **Salmon Rose**. As named; very choice. **Canary Yellow**. As named. **Fire Ball**. Very bright scarlet. **Golden Yellow**. As named; extra fine. Priced at: ¼ oz., 25c; ½ oz., 50c; 1 oz., 75c.



GIANT DAHLIA-FLOWERED ZINNIA.

Flower Seed Specialties

The following items are grown by us for cut flowers and the strains are only of the highest quality. We call particular attention to our stock of

GIANT AFRICAN MARIGOLDS.

Whether you grow for retail or market, in the northern or southern states, these big, showy flowers are easily grown and profitable. We devote space freely to early planted stock under glass, sowing the seed in February and planting out late in March. This produces a fine, long-stemmed crop in May and they sell at a premium. Only raised beds should be used indoors. We find ground beds produce a rank growth that delays flowering. The demand calls for about two-thirds orange and one-third of the lemon color. Both colors are priced as follows:

Trade Pkt., 25c; 1 oz., 75c.

SNAPDRAGONS (ANTIRRHINUMS)

We are very much interested in Snapdragons for cut flowers, annually testing out new stock from the best German and English sources, as well as the novelties from American raisers. While we find some of this new stock desirable, the seed supply is uncertain because of the difficulty in some sections in producing it. Furthermore, we find that paying from \$1.00 to \$2.00 for a small packet of Snapdragon seed is not popular unless it is for a novelty of distinct merit. Among such recent offerings we find the coloring and growth of Jennie Schneider of distinct value.

We have 1927 crop of seed to offer of the following kinds, and this list will be found to cover all the best commercial shades and, according to our trials, they are difficult to improve upon, they belonging to the half dwarf, or NANUM GRANDIFLORUM group. The MAXIMUM, or extra tall kinds do not come nearly as true to color and for that reason are not so desirable for cut flower growers.

CLIMAX. Orange shading to yellow

EMPRESS. Rich velvety crimson.

FAWN. Terra cotta pink and yellow.

Priced at: Trade Pkt., 25c; ½ oz., 75c; 1 oz., \$1.50.

GLORIA. Deep rose pink.

GOLDEN QUEEN. Clear yellow.

PURITY. Pure white.

SILVER PINK. Bright clear rose pink. Trade Pkt., 50c; ½ oz., \$1.00; 1 oz., \$2.00.

JENNIE SCHNEIDER. Beautiful rose pink.

Introducer's Sealed Pkts., \$2.00 per Pkt.; 3 Pkts. for \$5.00.

CANDYTUFT

GIANT HYACINTH-FLOWERED. This is a greatly improved selection of what was formerly known as Empress. Extra large flowering, pure white.

Trade Pkt., 25c; 1 oz., 50c.

UMBELLATA CANDYTUFT. This differs from the Hyacinth-Flowered in that the flowers are smaller, freely produced in an attractive variation of colors. We follow Calendula beds with this in March, spacing it 6x6 inches, and have it in full crop the end of May. We find it valuable. Since our last catalog was issued, our supply of this Candytuft was quickly sold. Our present stock is complete and from 1927 crop. The following are the best colors: Carmine, Lavender, Rose Cardinal, White and Flesh Pink.

Priced at: Oz., 35c; 3 oz., \$1.00, except Rose Cardinal, which is 50c per oz.

We find Lavender, Rose Cardinal and Carmine the finest market colors.

ANNUAL LARKSPUR (STOCKS-FLOWERED)

For both indoor and outdoor growing, the following varieties of Larkspur we find valuable, especially Exquisite Pink. Sown at any time up to April and flowered indoors, they easily produce first class cut flower material. We prefer to plant close together, as we do with stocks, and grow to single stems.

EXQUISITE PINK. This is a beautiful soft shade, decidedly the best.

Trade Pkt., 50c; 1 oz., \$1.00

Other colors are Lustrous Carmine, Dark Blue and Sky Blue, at

Trade Pkt., 25c; 1 oz., 75c

GYPSOPHILA ELEGANS (BABY'S BREATH)

Furnishes in abundance low cost and effective material to combine with other flowers. To get into full flower it must be grown in shallow soil. We grow three or four plants in a 4-inch pot and set pots on an open bed. A sowing should be made at two or three-week intervals.

1 oz., 25c; 4 oz., 75c; 1 lb., \$1.75

SCABIOSA

Grown outdoors, the Scabiosa is distinctly valuable as a summer cut flower. They are easily grown annually and afford a pleasing variety. The most valuable of the numerous colors are:

PEACHBLOSSOM. A soft pleasing pink, valuable in cut flower work.

SHASTA. A very large, double pure white.

Both of these are novelties of last season and are priced at

Trade Pkt., 25c; 1 oz., \$1.00

AZURE FAIRY. A soft clear lavender blue of great beauty and value.

Trade Pkt., 25c; 1 oz., 50c

MIGNONETTE

NEW YORK MARKET. According to our extensive trials of all commercial strains of Mignonette, we find this the outstanding one.

½ oz., \$1.00; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.00

BALL MIGNONETTE. A white Mignonette that develops two weeks earlier than New York Market and that we find the best of all for commercial use. Seed crop permitting, we shall offer this in August, 1928.

Hardy Perennial Specialties

SHASTA DAISY ALASKA

While not dependably hardy for more than two or three years in our climate, we find this a profitable outdoor crop. Our strain of this is extra select.

Trade Pkt., 50c; 1 oz., \$2.00

PERENNIAL GAILLARDIA GRANDIFLORA

HARDY GAILLARDIAS. For either the market grower or the retail florist, are easily grown, perfectly hardy and profitable.

Trade Pkt., 25c; 1 oz., 50c

COREOPSIS

LANCEOLATA GRANDIFLORA. This should be grown as a biennial, for it rarely survives the third season, and to assure a steady supply it should be sown annually. This should be planted freely by market growers.

Trade Pkt., 20c; 1 oz., 50c

LANCEOLATA FL. PL., DOUBLE FLOWERING COREOPSIS. This new form is exactly as easy to grow as the single form and the added petalage makes it decidedly more attractive. About 60% can be depended on to come double. Hardy perennial growers should try this.

Trade Pkt., 25c; 1 oz., \$1.00

GYPSOPHILA PANICULATA

DOUBLE SNOW WHITE. This is an improved form of the ordinary double Gypsophila that is produced from seed. This stock will produce $\frac{1}{3}$ or better of the true double type. While the flowers will not quite equal in size those produced on grafted stock, they will be found very fine and effective and with us do not die out as easily as does the grafted stock.

Trade Pkt., 50c; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.00; $\frac{1}{2}$ oz., \$3.50; 1 oz., \$6.00

DELPHINIUMS

The widespread interest in this hardy perennial is due to their great beauty and value as a cut flower, especially for winter forcing, and to the ease with which a stock can be worked up from seed, as well as to their dependable hardness in the most severe climate. At Ball Gardens, West Chicago, we grow this crop extensively both for cut flowers and plants for forcing, and of all kinds we have tried out, we find the light blue, Belladonna, and Gold Medal Hybrids of the highest value. After the first season the seed loses its germination rapidly. We can furnish seed of this season's harvest of both these kinds, as well as Bellamosum, a deep blue form of Belladonna.

| | $\frac{1}{4}$ oz. | $\frac{1}{2}$ oz. | 1 oz. |
|--------------------------|-------------------|-------------------|--------|
| BELLADONNA | \$0.85 | \$1.50 | \$2.50 |
| BELLAMOSUM | .85 | 1.50 | 2.50 |
| GOLD MEDAL HYBRIDS | .75 | 1.25 | 2.00 |



Partial View of Our New West Chicago Greenhouse Plant.

ANNOUNCING Removal of our SEED BUSINESS, June 1, 1928, to BALL GARDENS, WEST CHICAGO, ILL., where we are building greatly enlarged facilities for the better care of this developing business. **GEO. J. BALL**